

# Ebriks Social Media Marketing Capability



# Social Media Marketing

BRICS

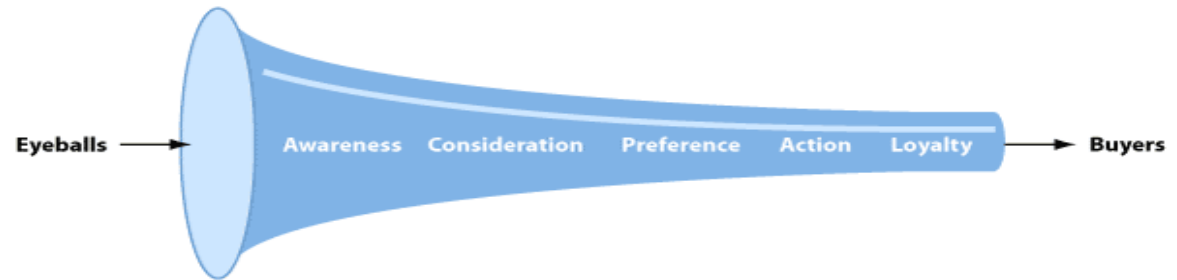


# What is Social Media

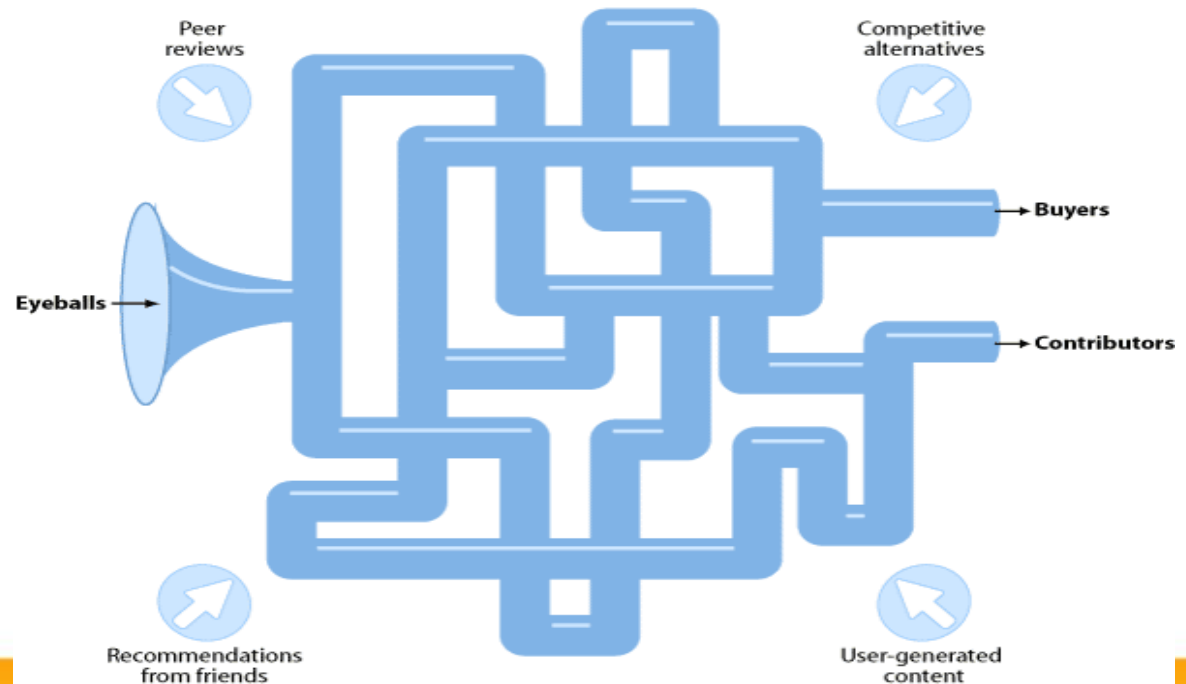


- Online community
- Sharing information
- Opinion
- Networking
- Recommending
- Reviewing
- Helping

## 1-1 The traditional marketing funnel



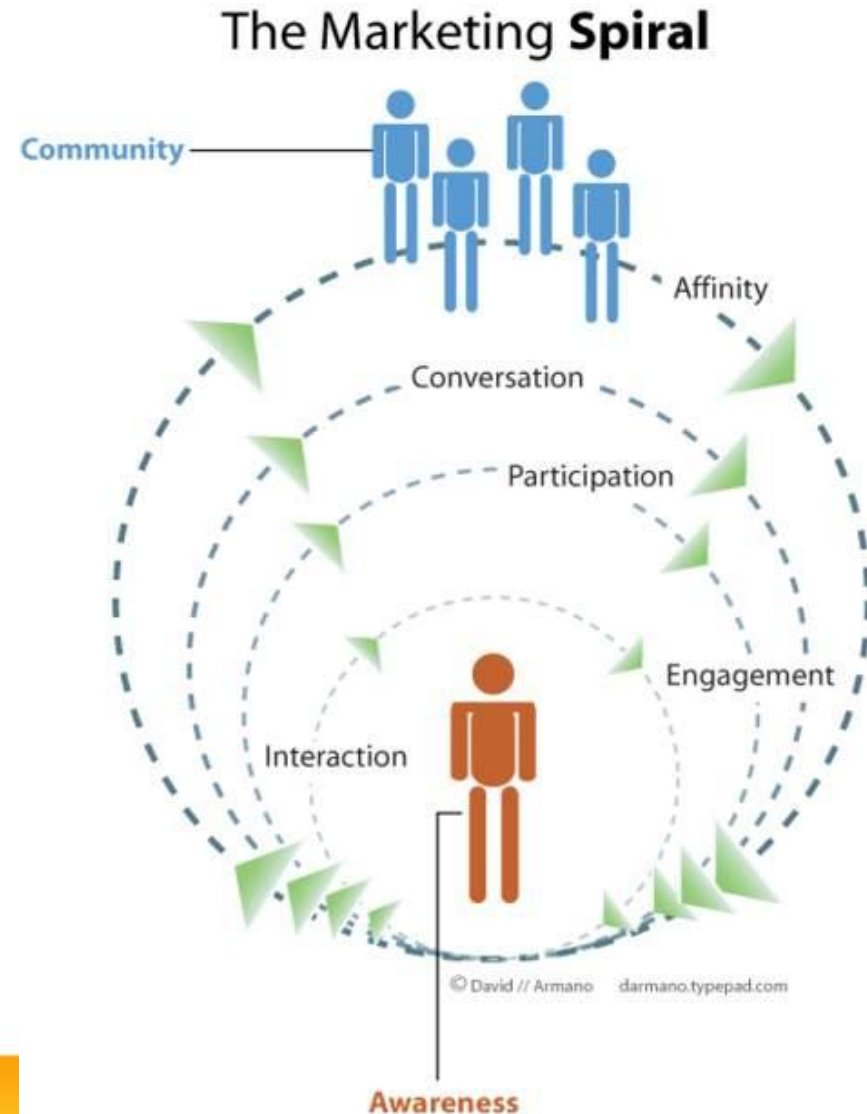
## 1-2 Complexity lies at the center of the marketing funnel



# How can social media be used?



- Brand building
- Customer/delegate insight
- Community engagement
- Customer service
- Advocacy and loyalty
- Feedback
- Website traffic



# Social media channels



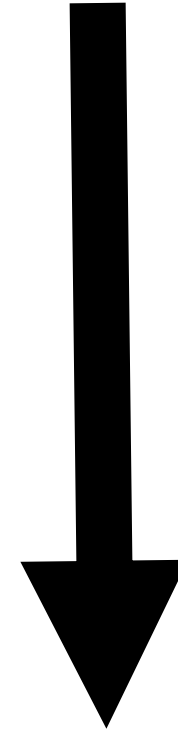
- Blogging –
  - Word press, Eblogger, Twitter
- Professional –
  - LinkedIn, Video, Ecademy
- Multimedia –
  - YouTube, Flickr
- Personal –
  - Facebook, Myspace
- Location based –
  - Foursquare, Facebook places

EXPERIENCE

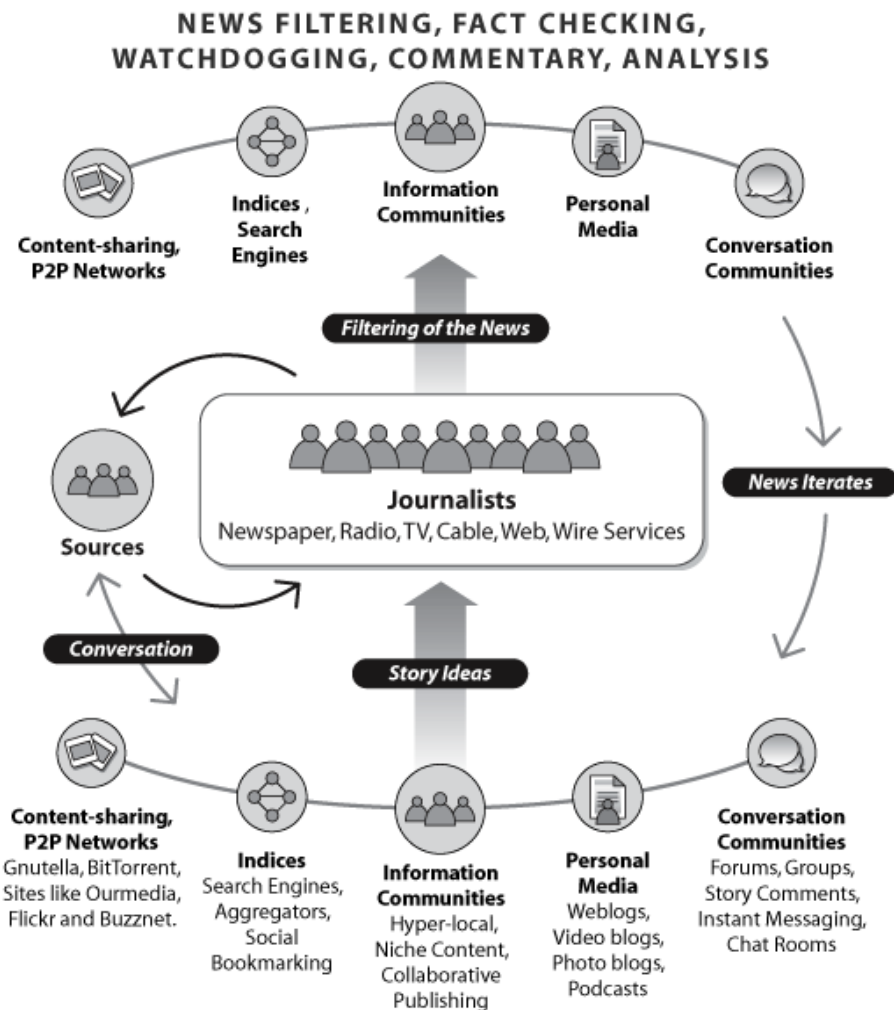
RELATIONSHIP

CONVENIENCE

**PERSONALISATION**



# Benefits of Social Media Marketing



- Rule the SERPs
- Control your Brand
- Get Link Love
- Show the Community You're a Participant
- Build Traffic from Alternate Sources
- Influence Traditional Media

# How to Create Successful Profiles & Content



- Use your website's name or a single person's name from the website (preferably this person would also be a blogger at the site).
- Create robust profiles – use a consistent photo and take the time to create content at each site
- Comment at and build relationships with other site users – go for popular/well-linked-to pages on the site for your comments/interaction, as these will give you the most link cred

# Social Media & Community Sites to Target



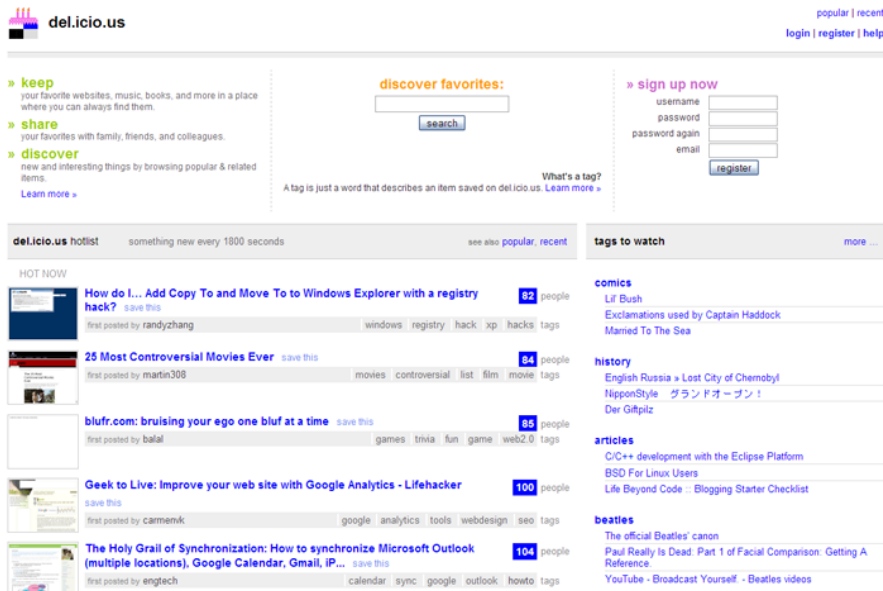
## Digg

A screenshot of the Digg homepage. The header is blue with the "digg" logo and a search bar. Below the header is a navigation bar with links for "Recently Popular", "Top Today", "This Week", "This Month", and "This Year". The main content area displays a list of stories, each with a "digg it" button and a "digg" count. The stories include "Ford Restructuring Slashes \$5 Billion in Costs", "10 Programming Languages You Should Learn Right Now", "Every Web 2.0 Company On One Page", and "Nintendo: The Dark Horse of Video Game Console War". The left sidebar contains a "Join Digg" button, a "Login" dropdown, and a "Digg Topics" section with links for "View All", "Technology", "Science", "World &amp; Business", "Sports", "Videos", "Entertainment", and "Gaming". At the bottom of the sidebar is a "More Digg" section with links for "Spy: Watch in Real-time" and "Digg Labs".

[www.digg.com](http://www.digg.com)

- Add Content to Digg for traffic, links & linkbaiting
- Embed “Digg this” buttons on sites to allow users to submit content for you
- Building a robust Digg profile and using the site consistently can increase your ability to promote content

## Del.icio.us



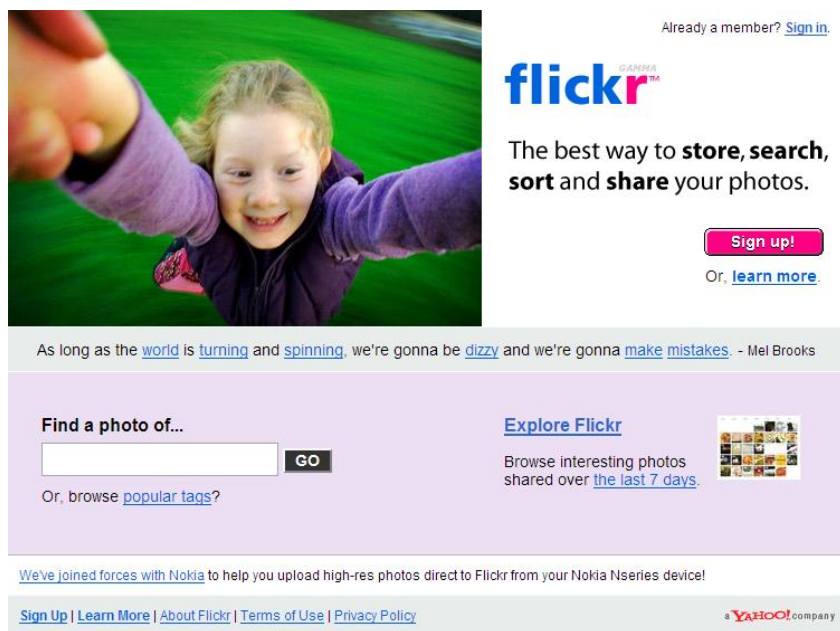
del.icio.us

- Every blog, article or relevant page can be tagged at Del.icio.us in a user account
- For maximum benefit, label with popular tags, tag only that content that's most exciting and build a profile that others will add to their “friends” list
- Embed Del.icio.us buttons on content to allow users to easily tag/favorite it

# Social Media & Community Sites to Target

BRIKS

## Flickr

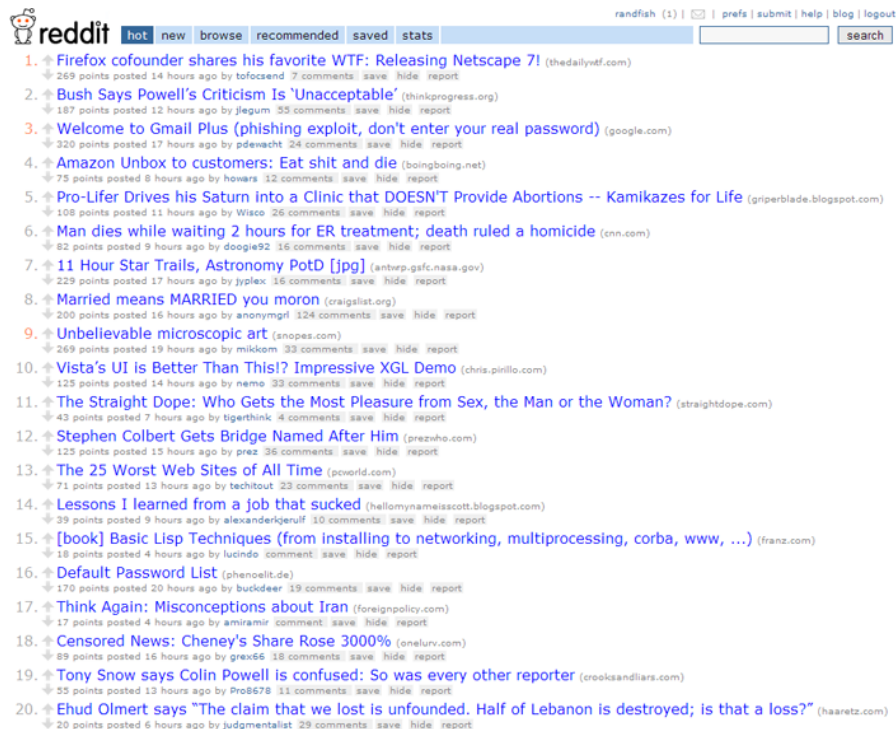


[www.flickr.com](http://www.flickr.com)

- Upload industry-relevant and useful photos; consider photographing an event, conference or important location for your field.
- Use popular tags and encourage linking & comments by sharing the photo-stream on your blog and other public profiles.
- Add links to your profile and to relevant photos (in comments)

# Social Media & Community Sites to Target

## Reddit

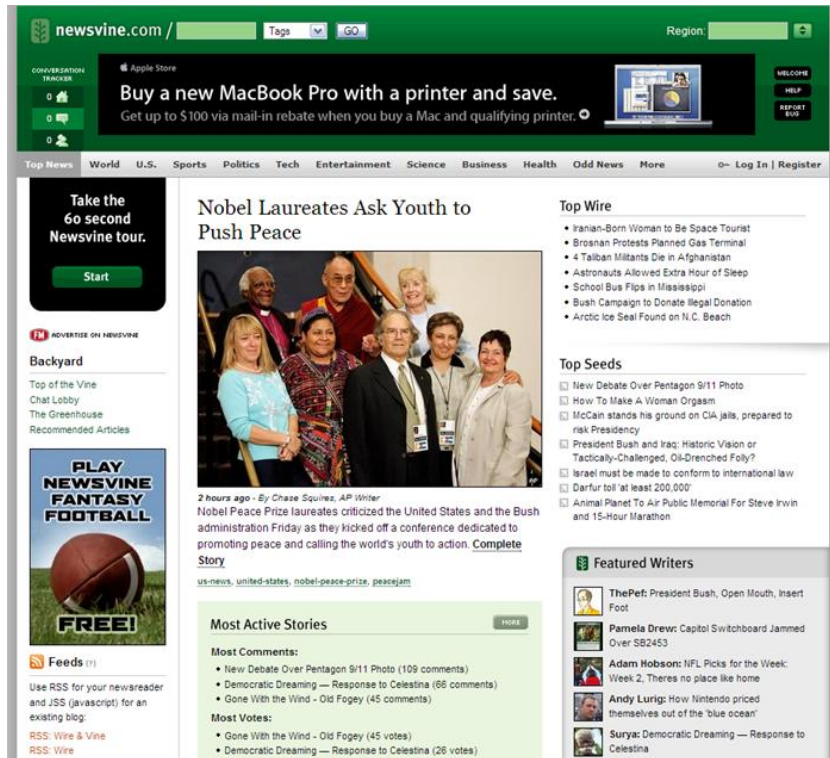


reddit.com

- Submit interesting news, tech, political or personal content – multimedia works are also accepted.
- Communicate through Reddit with other members, vote on content and member comments.
- Install Reddit bookmarklets or embedded buttons on your site.

# Social Media & Community Sites to Target

## Newsvine



- Create a profile with keywords that will become your Newsvine subdomain.
- Submit news stories, comment on popular stories, create connections with regular users.
- Vote on “vine” content to increase its visibility

[www.newsvine.com](http://www.newsvine.com)

# Social Media & Community Sites to Target

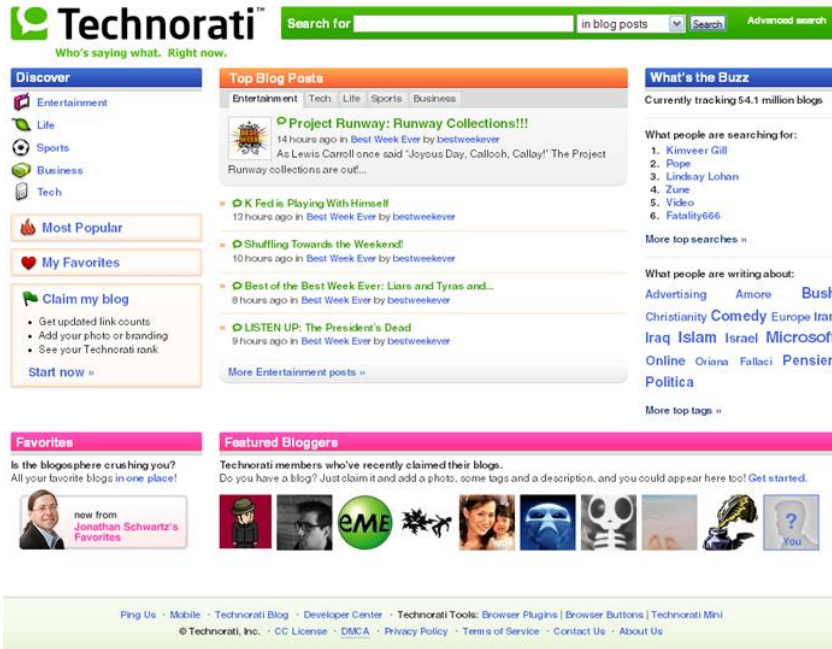
## StumbleUpon (Toolbar)



[www.stumbleupon.com](http://www.stumbleupon.com)

- Install the toolbar to stumble, vote on pages and submit items
- Submit relevant content in appropriate (preferably popular) categories with a description+tags
- Connect with other users via “friends” tab, based on content preferences

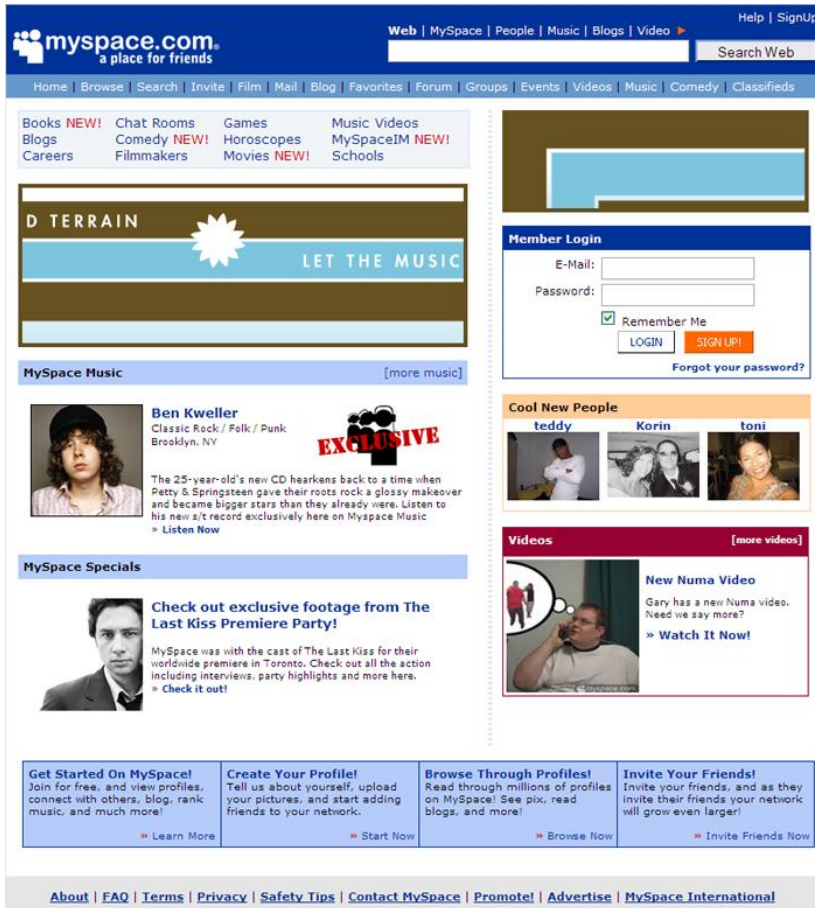
# Technorati



[www.technorati.com](http://www.technorati.com)

- Create a profile and claim any blogs you control
- Favorite other users' blogs and invite those who read your blog to favorite it
- Apply relevant, high-profile tags to your blog posts when pinging Technorati – you'll rank as long as you are the most recent to write about a topic.

# MySpace

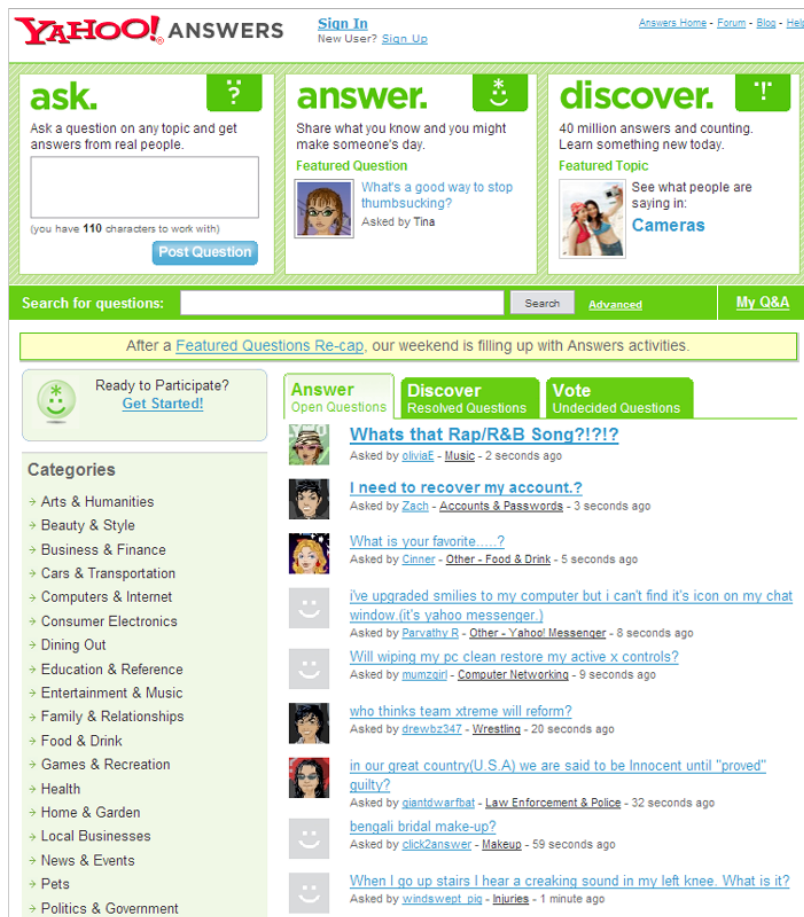


- Create a user profile and connect with well-linked-to users to build your visibility
- Link out to your sites/blogs from your pages and from others' comments section
- Create corporate profiles and customize – these often become well linked-to by MySpace users

# Social Media & Community Sites to Target



## Yahoo! Answers

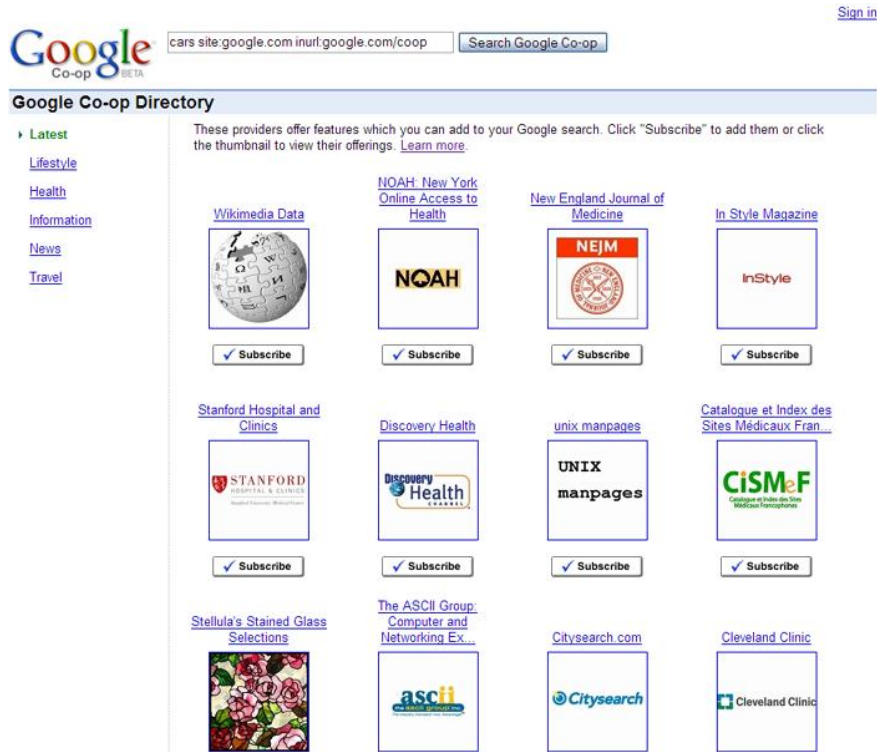


answers.yahoo.com

- Create a profile and begin answering questions that you can provide excellent answers
- The better your answers, the higher your profile on the site – leverage this to point to links/content that will help you promote
- Add data/links in your user profile, too and ask questions that have the chance to be featured

# Social Media & Community Sites to Target

## Google Co-Op

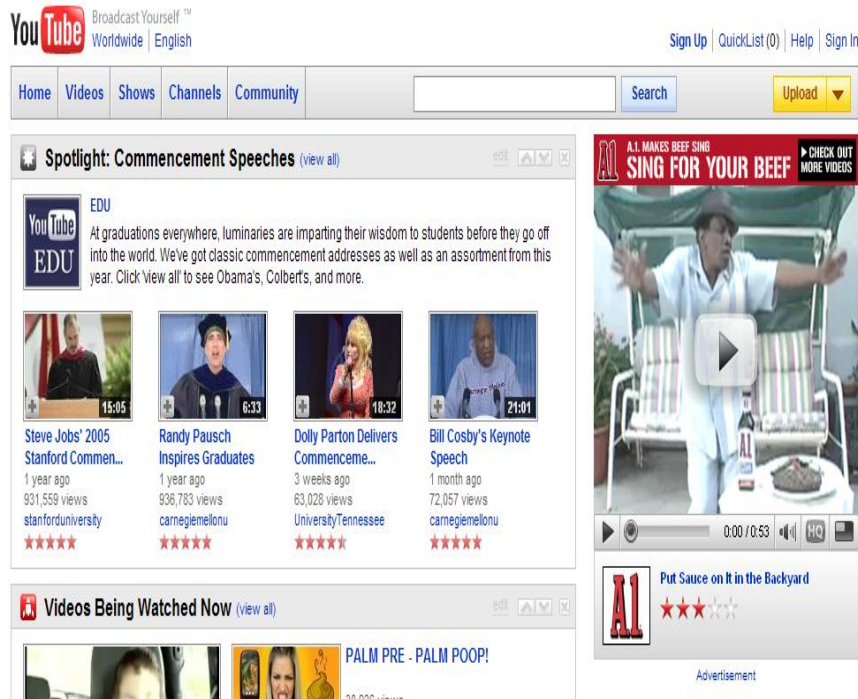


[www.google.com/coop/](http://www.google.com/coop/)

- Create content under your site's brand inside Co-op
- Almost any high quality, structured data can receive inclusion into Google Co-op
- To be listed in the directory, you must be editorially reviewed by Google's staff – but a listing can create listings in the SERPs and a high profile link

# Social Media & Community Sites to Target

## YouTube

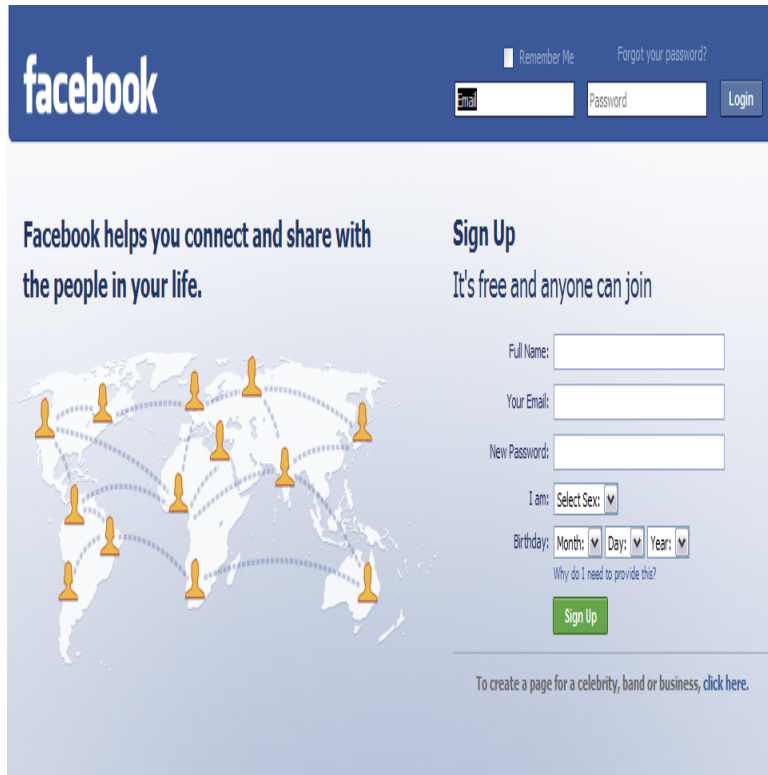


- Create high quality Relevant to The Topic video
- We will brand Content and Videos according to your banding guidelines
- We will promote you video by sharing, posting, etc

[www.youtube.com/](http://www.youtube.com/)

# Social Media & Community Sites to Target

## Facebook



- Create Facebook account with company or product page
- We will brand Content and page according to your branding guidelines
- We will promote you page by social media marketing activities sharing, posting, etc

[www.facebook.com/](http://www.facebook.com/)

# Social Media & Community Sites to Target

3BRIKS

## 15 Additional Sites Worth Targeting



Get the Full List at:

[www.seomoz.org/blogdetail.php?ID=1341](http://www.seomoz.org/blogdetail.php?ID=1341)

# SEM via Communities, Wikipedia & Tagging



## Q+A

- Topics:
  - Benefits of Social Media Marketing
  - How Social Communities View SEO
  - How to Create Successful Profiles & Content
- Facebook
- Digg
- Del.icio.us
- Flickr
- Reddit
- Newsvine
- StumbleUpon
- Technorati
- MySpace
- Yahoo! Answers
- Google Coop
- Other Social Sites

Thanks..